



National Highway Traffic Safety Administration
HVE Impaired Driving Campaign
Third Quarter/Fourth Quarter 2013 Crackdown
Media Work Plan

Executive Summary

NHTSA will be purchasing media for the third and fourth quarters together. By placing the two buys together the networks and publishers will be able to base negotiations off of a larger dollar amount, and develop more efficient plans, as well as allow for more added-value opportunities. In order to reach the various “at risk” groups that make up the target audiences the media plan will use a multi-platform approach that will include television, radio and digital outlets.

Television execution will skew towards select cable networks, but broadcast networks will be employed as well. FOX Broadcasting will be the major broadcast entertainment partner. During the Holiday campaign FOX, CBS and other broadcast sports networks will be considered for their NFL and NBA coverage.

The newly arrived Latino audience will be reached via Spanish language television outlets such as Univision and Unimas (formerly Telefutera), online via Batanga, as well as radio capsulas, Spanish language radio programming, Latin personalities and other non-traditional vehicles.

Radio will be executed via radio networks focusing on music and sports with the majority of affiliates being FM. Radio will add reach to the plan, but will also drive frequency off of the base achieved from the television effort.

The online plan will use publisher direct, web-based television, portals and video via all channels including video networks, and direct publishers. Takeovers and branded canvases, as well as other highly engaging units will be used along with display to build the “Drive Sober” brand.

Since the radio buys will cover local markets, we recommend that states focus their plans more on television. The national plan will have a heavy presence on cable networks, vs. broadcast networks, and therefore state level plans can focus more on broadcast affiliates. For online, state level plans should consider sites not on the national plan, as many excellent sites exist to reach the young male target.



In order to reach the newly arrived Latino audience we recommend states use local Spanish language media outlets that skew to the young male target. This can include Spanish language television affiliates, local radio stations that broadcast in Spanish, as well as digital properties that reach the non-acculturated young male who speaks Spanish as his primary language. Markets with high Hispanic populations will attract media outlets that reach this audience, and those can be considered. Due to the short flight electronic media should be considered for its ability to keep messaging within the tight flight parameters.

In order to reach the mid-life motorcyclist demographic in the third quarter, we recommend states use local media outlets that skew to the older demo of men 45-64. This older demo's use of media is high for television and radio, with sports being a dominant interest. The states will find that traditional media will work well to reach this target, but their use of digital media is increasing. Sites covering sports, such as ESPN and Bleacher Report, geo-targeted to the market, are worth considering. Also, local media sites, such as the daily newspaper site, or leading television site, are worth considering as well.

Crackdown Period

By campaign the crackdown periods will be –

Labor Day Campaign: Friday August 16th to Monday September 2nd

Holiday Campaign: Friday December 13th to Wednesday January 1st

Advertising Period

Labor Day Campaign

This campaign will run over a 15 day period.

Flight dates will be:

Wednesday August 14th to Sunday August 18th

Wednesday August 21st to Sunday August 25th

Wednesday August 28th to Monday September 2nd (Labor Day)

Holiday Campaign

Wednesday December 11th – Sunday December 15th

Wednesday December 18th – Sunday December 22nd

Wednesday December 25th – Wednesday January 1st



Budget

Paid media budget for the Labor Day Campaign is \$13,444,000.

Paid media budget for the Holiday Campaign is \$7,498,000.

Total working paid media budget for the two campaigns is \$20,942,000.

Target Profile

The target audience is broken out into 5 at-risk segments:

1. Socially Accountable Drinkers
2. Responsible Drinkers
3. Inexperienced Social Drinkers
4. Middle-Class Risk Takers
5. Discontented Blue-Collars

Relative degrees
of “at risk”

Highest Discontented Blue Collars



Middle-Class Risk Takers

Inexperienced Social Drinkers

Responsible Drinkers



Lowest Socially-Accountable Drinkers

Along with these five “At Risk” groups we need to include the high-risk group of “Mid-life Motorcyclists.” The “Mid-life Motorcyclists,” for targeting in the third quarter, will be addressed as a separate target audience.

In addition to the primary audiences described above, we will also target the following secondary audiences:

- Newly arrived Latino immigrants men 21-34



Demographic Profile

1. Discontented Blue Collars: Men 21-34 years old
2. Middle-Class Risk Takers: Men 25-54 years old
3. Inexperienced Social Drinkers: Men 21-24 years old
4. Responsible Drinkers: Adults 25-44 years old
5. Socially-Accountable Drinkers: Adults 25-34 years old
6. Midlife Motorcyclists: Men 45-64 years old

This plan will be written to target the common demographic of men 21-34 for the three highest “at risk” groups: Discontented Blue Collar, Middle-Class Risk Takers and Inexperienced Social Drinkers.

In addition, we will target the Midlife Motorcyclists as a separate, older target for the 3rd Quarter buy.

Media Purchasing Demographic

Primary: Men 18 – 34 and,

Men 35-64 (Motorcyclists)

Secondary: Hispanic men 18 – 34

Geography

The total \$20.942MM budget is to be allocated to national advertising only. There will be no state/local media purchased out of this budget.



Media to be Considered

Due to the very tight flighting requirements all media considered will be electronic. Easily turned on and turned off. Media being considered are -

Network Television
Broadcast
Cable

Digital
Video Games
Online
Mobile

Network Radio
Terrestrial
Online
Satellite

Overall Media Strategy

Young Men

Continue to generate frequency in order to affect behavioral change. Maximize reach at the 8+ effective frequency level.

Use select broadcast programming (i.e. animation, sports, comedy) and high composition men 18-34 cable networks.

Use radio to extend reach off of the base created by television, and greatly increase frequency.

Use digital media to reach our targets in a medium younger people find the “most essential” medium

Motorcycle Rider (3rd Quarter ONLY)

Generate frequency to affect behavioral change by incorporating the motorcycle message into networks that reach this older target, as well as, the younger target, such as ESPN. In addition, separate networks will be used to run the motorcycle message only.



Network TV Strategy

Television still represents a very strong medium to reach the young male target even while we see migration to other platforms for video content.

Research from the Nielsen 4Q 2012 Cross-Platform report indicates that traditional television still accounts for the majority of time spent with a platform. The chart below looks at a week in the life of the total US population weekly time spent in hour:minutes.

	<u>K 2-11</u>	<u>T12-17</u>	<u>A 18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>
Traditional TV	24:32	21:28	23:14	29:27	34:29	43:43	48:25
Timeshifted TV	2:03	1:37	1:38	3:23	3:30	3:24	2:18
DVD	2:01	1:05	1:09	1:38	1:18	0:56	0:32
Game Console	2:15	3:27	3:02	2:10	0:54	0:16	0:04
Internet/Comp.	0:29	1:08	6:09	7:08	6:40	5:48	3:22
Video/Internet	0:14	0:29	2:04	1:45	1:10	0:48	0:18
Video/Mobile	NA	0:24	0:28	0:21	0:10	0:03	0:00

The Cross-Platform Report Q4 2012

We see the same skew in time spent to traditional television with Hispanics as well. This information from the Cross-Platform Report is based on monthly time spent vs. weekly as in the chart above.

	<u>K 2-11</u>	<u>T12-17</u>	<u>A 18-24</u>	<u>A25-34</u>	<u>A35-49</u>	<u>A50-64</u>	<u>A65+</u>
Traditional TV	115:51	94:09	102:33	125:44	138:25	170:11	208:38
Timeshifted TV	7:42	5:14	5:53	10:30	10:38	8:24	6:38
DVD	8:51	4:43	5:04	6:44	4:33	4:15	2:36
Game Console	9:37	16:15	12:51	7:30	3:06	1:25	0:38
Internet/Comp.	5:22	12:10	33:31	33:08	29:29	26:05	26:58
Video/Internet	4:47	5:57	14:40	12:24	8:43	9:08	8:51
Video/Mobile	0:00	8:26	6:52	5:33	5:22	4:39	0:00

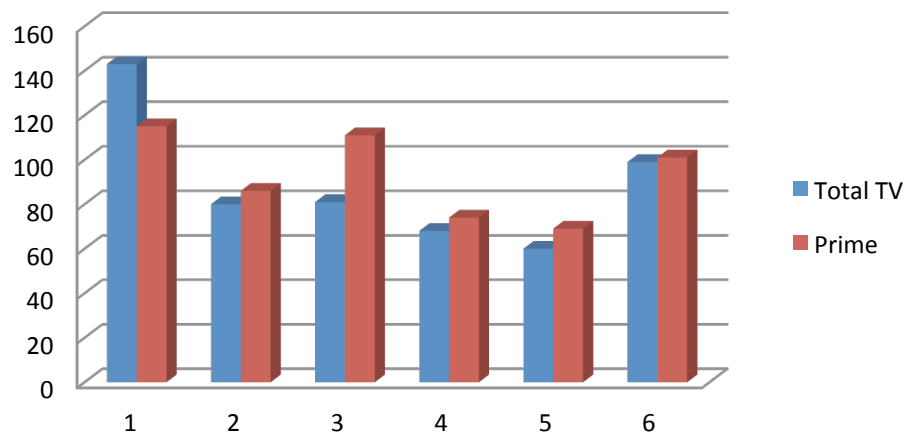
The Cross-Platform Report Q4 2012



We continue to see the heavy usage quintile for the primary audience of Discontented Blue Collar indexing over 100 for total television and primetime as well. This is significant as we were seeing indices under 100 just a couple of years ago. The chart below details this for each of the target segments.

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Heavy TV User Quintile



Source: 2013 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists

Source: 2012 MRI Custom Cable



Broadcast

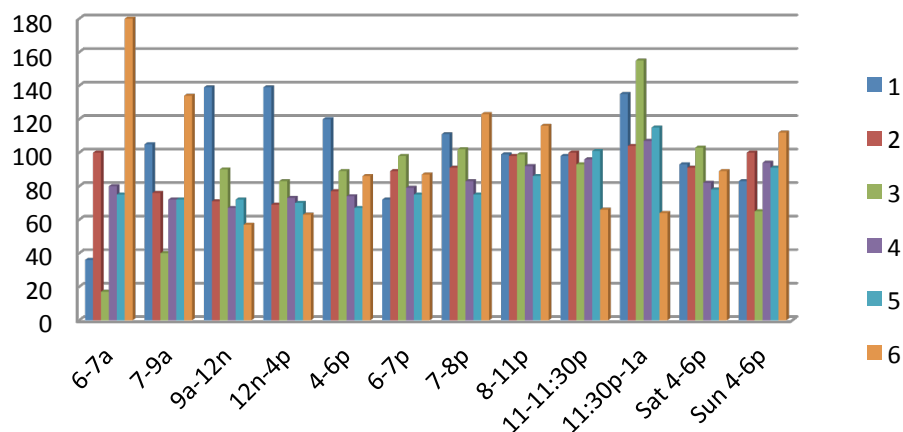
Broadcast still provides NHTSA with the greatest source of reach with the use of select dayparts and programming.

The following charts look at daypart performance on a composition basis and a reach basis.

The chart below looks at the index (% composition vs. all adults) for each daypart for each of the segmented target audiences. On a composition basis late night tends to have a higher composition of our younger male target than other times of the day.

□

Target Composition by Daypart



Source: 2013 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists

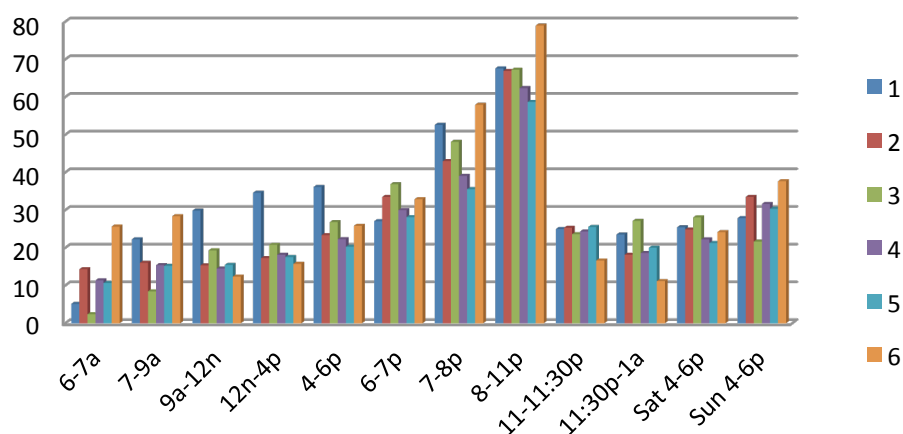
Source: 2012 MRI Custom Cable



When we look at the reach potential afforded by each of the dayparts prime is still the reach leader.

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Reach Potential by Daypart



Source: 2013 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists

Source: 2012 MRI Custom Cable

We will use those dayparts that have a high composition of the target audiences (i.e. late night) and those that generate high reach (i.e. prime).



Within the Prime, Late Night and Sports dayparts there are a number of programs that index very high to our primary audience of “Discontented Blue Collar that also perform well against the other segments

<u>Program</u>	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Socially Accountable Drinkers</u>	<u>Midlife Motorcyclists</u>
<u>Prime</u>						
American Dad	258	162	149	154	202	103
Cleveland Show	385	154	196	133	129	58
Cops	194	127	92	111	89	62
Family Guy	242	164	169	145	173	110
How I Met Your M.	101	130	151	133	158	174
It's Always Sunny	234	167	228	147	180	18
Kitchen Nightmares	245	144	106	131	113	86
Simpsons	342	159	260	151	172	37
<u>Sports</u>						
FOX NFL Pre-Game	171	157	169	121	126	81
FOX NFL RS	124	147	147	122	123	113
ESPN Sndy Night	269	159	265	118	127	97
MLB RS	92	121	117	98	101	137
Xtreme Sprts Summer	176	158	173	109	120	106
Xtreme Sprts Winter	107	152	153	107	110	93
WWE	235	164	182	111	128	74
MMA	278	172	281	131	145	86

Source: 2013 Gfk MRI Upfront

Due to higher availability of broadcast sports programming during the month of December, broadcast will be heavier in the 4th Quarter than in the 3rd Quarter.



Cable

Cable network television offers several networks that perform well against our targets, and help to build frequency off of the base of reach established by the broadcast networks.

Based on a ranker of men 18-34 the following are the top 20 cable networks based on audience within the primetime daypart for the 2011/2012 season Vs. the 2012-2013 season.

<u>Network</u>	<u>2012-2013</u>	<u>2011-2012</u>	<u>% Diff.</u>
ESPN	395	442	-11
TBS	301	325	-7
Adult Swim	289	252	+15
TNT	279	264	+6
FX	274	256	+7
USA	255	250	+2
Comedy Central	247	265	-7
History	204	237	-14
Discovery	198	217	-9
A&E	187	162	+15
AMC	182	140	+30
MTV	139	187	-26
Spike TV	133	145	-8
Cartoon Network	132	118	+12
truTV	125	145	-14
ABC Family	116	124	-6
SyFy	115	140	-18
Nickelodeon	104	128	-19
Food Network	89	106	-16
BET	80	92	-13

Source: Nielsen via Discovery Channel



Cable networks also offer NHTSA more of an opportunity to reach all segments of the target audience. Highlighted are those with an index of 200 or higher.

<u>Network</u>	<u>Discontented Blue Collars</u> Index	<u>Middle-Class Risk-Takers</u> Index	<u>Inexperienced Social Drinkers</u> Index	<u>Responsible Drinkers</u> Index	<u>Socially Accountable Drinkers</u> Index	<u>Midlife Motorcyclists</u> Index
Adult Swim	215	169	300	145	193	164
Cartoon Network	130	124	135	152	166	51
CBS Sports Net.	97	145	76	90	84	157
CMT	40	95	59	87	74	152
Comedy Central	200	149	243	129	152	94
Discovery	125	126	136	100	101	129
ESPN	129	141	153	103	109	118
ESPN2	133	156	179	96	107	164
ESPNNews	128	158	235	105	106	149
Fuel TV	426	213	---	159	171	128
FX	155	133	175	117	137	153
G4	325	193	272	149	191	158
History Channel	109	127	135	91	89	166
MLB Network	---	145	125	93	98	15
MTV	275	114	226	136	169	31
MTV2	267	118	339	135	174	44
NBA TV	247	134	318	103	118	44
NBC Sports Net.	74	168	99	95	103	278
NFL Network	104	174	188	119	135	109
Speed	213	187	231	108	91	424
Spike TV	172	167	204	124	134	172
SyFy	79	120	120	88	82	151
TBS	119	107	152	107	110	118
truTV	208	123	203	119	132	164
USA	100	109	134	106	118	140

2013 Gfk MRI Upfront



The following networks not only enjoy a high index against each segmented audience, but also deliver a large amount of reach against each group.

<u>Network</u>	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Socially Accountable Drinkers</u>	<u>Midlife Motorcyclists</u>
	%	%	%	%	%	%
Adult Swim	17.59	13.86	24.57	11.89	15.79	13.41
Comedy Central	29.93	22.31	36.39	19.35	22.78	14.12
Discovery Channel	39.27	39.63	42.71	31.31	31.70	40.57
ESPN	38.09	41.88	45.25	30.63	32.16	34.91
ESPN2	23.60	27.62	31.72	17.11	18.93	29.11
FX	32.05	27.46	36.12	24.21	28.42	31.74
G4	20.19	12.00	16.90	9.23	11.86	9.80
History Channel	38.14	44.56	47.20	31.85	31.29	57.95
MTV	38.88	16.06	31.93	19.22	23.93	4.35
Speed	16.84	14.77	18.29	8.58	7.16	33.55
Spike TV	31.93	30.90	37.85	23.03	24.89	31.98
SyFy	15.30	23.14	23.16	16.99	15.72	29.11
TBS	38.45	34.59	49.07	34.33	35.61	37.90
truTV	28.85	17.02	28.08	16.48	18.21	22.68
USA	28.10	30.80	37.83	29.87	33.32	39.53

Source: 2013 Gfk MRI Upfront

Highlighted are the two highest reach networks (Discovery & History) for reaching the 45-64 year old Mid-Life Motorcyclist.



Network Radio Strategy

Radio will serve as a secondary medium to increase our reach while generating higher levels of frequency.

Radio is a very good compliment to television as radio's "prime time" is during the day vs. television's heavy usage time of prime and late night.

Radio is the #1 medium of choice Monday – Friday, 6a-6p.

Based on a quintile analysis of the top two heavy usage quintiles we see that radio indexes above 100 for most segments.

	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Socially Accountable Drinkers</u>	<u>Midlife Motorcyclists</u>
	Index	Index	Index	Index	Index	Index
Quintile I & II	111	111	97	109	103	113

Top performing formats for the highest at risk group are CHR, Rock and Urban.

	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Socially Accountable Drinkers</u>	<u>Midlife Motorcyclists</u>
	Index	Index	Index	Index	Index	Index
Alternative	30	150	171	167	193	98
CHR	139	103	178	154	168	44
Classic Rock	63	166	169	106	100	170
Country	80	91	92	107	106	88
Rock	216	177	211	149	161	141
Sports	10	177	81	99	103	147
Urban	239	120	166	129	137	48

Source: 2013 Gfk MRI Upfront



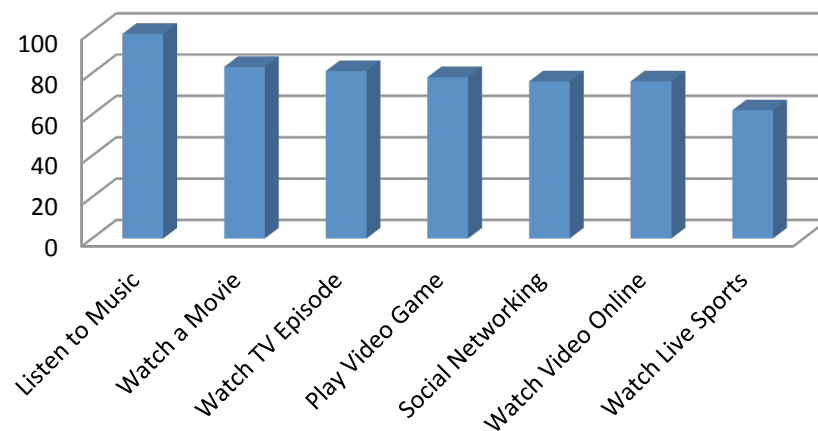
Digital Media Strategy

The digital strategy is to continue to build the “Drive Sober” brand through the use of engaging creative units such as takeovers, branded canvases and video, as well as display.

A study conducted by IGN from October 2012 “State of Gaming” indicates the monthly media participation by Americans. 78% of Americans play video games and 76% of Americans watch a video online.

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Monthly Media Participation



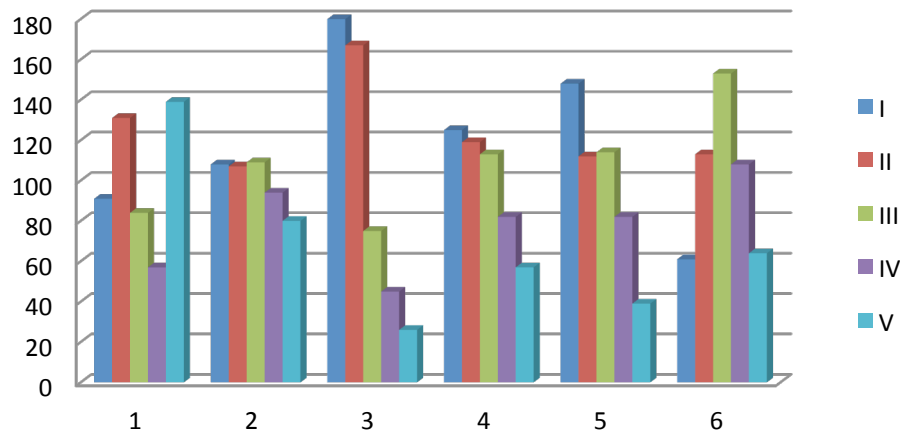
Source: “State of Gaming” study/October 2012 - IGN



The use of the Internet by the heavy use quintiles I & II index above 100 for all of the target groups.

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Internet Quintiles by Target



Source: 2013 Gfk MRI Upfront

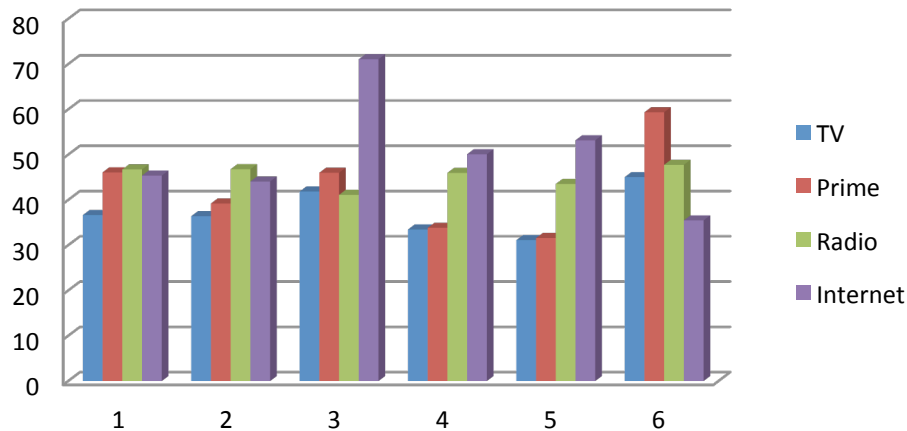
#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists



When looking at quintiles I & II for TV, prime, radio and the internet we see that the internet's reach potential is as high as, or higher, than the other vehicles. The reach potential of the Internet for 21-24 year old Inexperienced Drinkers group is very high, and no other medium comes close to the reach level.

□

Quintile I & II Reach Potential



Source: 2013 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists



The six target segments all use a number of devices to access the Internet. The computer and cellphones are used the most, but game consoles are used at a significant level as well.

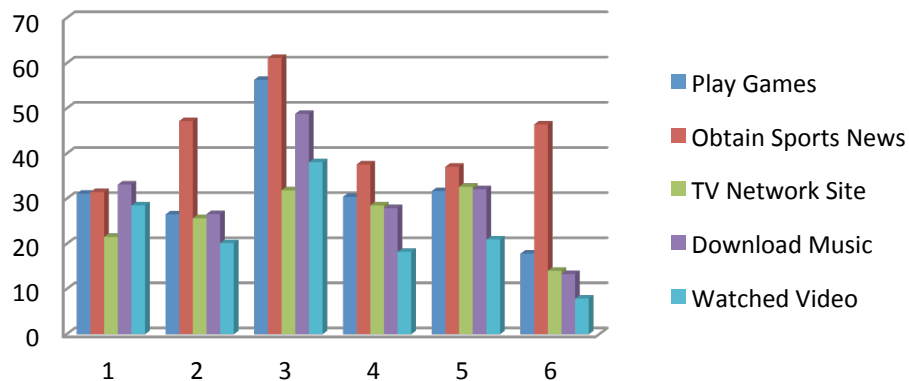
	<u>Discontented Blue Collars</u>	<u>Middle-Class Risk-Takers</u>	<u>Inexperienced Social Drinkers</u>	<u>Responsible Drinkers</u>	<u>Socially Accountable Drinkers</u>	<u>Midlife Motorcyclists</u>
	% Reach	% Reach	% Reach	% Reach	% Reach	% Reach
Desktop Computer	28.30	56.03	56.97	56.92	55.06	60.38
Laptop	60.20	59.46	74.87	63.57	68.04	64.94
Smartphone	44.59	55.19	66.14	65.35	71.31	39.24
Tablet	1.18	22.30	14.36	22.73	23.59	14.81
Video Game Console	6.67	9.23	18.28	9.43	11.48	1.45

Source: 2013 Gfk MRI Upfront

Some of the activities the target groups perform online are detailed in the chart below. All of these present content opportunities to reach a large number of members of these target groups.

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Reach Potential of Online Activities



Source: 2013 Gfk MRI Upfront

#1 – Discontented Blue collar, #2 – Middle Class Risk Takers, #3 – Inexperienced Drinkers, #4 – Responsible Drinkers, #5 Socially-Accountable Drinkers, #6 Midlife Motorcyclists



We will continue to use video, as well as banner, advertising on those sites and networks reaching our primary audience of young men with appropriate content. That content will include gaming, sports, entertainment and music.

Video will continue to be a bigger part of the online/digital buy. According to research conducted by FreeWheel, a video monetization company, reported that –

- Total video views increased 30% year over year, driven by Digital Pure-Play networks.
- Short-form video views dominated, comprising 87% and 86% of total video views for Linear + Digital and Digital Pure-Play, respectively.

Digital Pure-Play – Operate exclusively in IP-based environments, either by aggregating third-party premium content and/or developing premium content.

Linear + Digital – Generate majority of their revenue from linear TV services (FOX Broadcasting), and also offering content on IP-based environments.

Media Dollar Allocation

Dollars will be allocated as close to the below breakout as possible in order to achieve the communication goals for our many segmented targets.

The higher allocation to broadcast television for the Holiday campaign reflects NFL/NBA buys on broadcast networks.

<u>Labor Day Campaign</u>		<u>Holiday Campaign</u>	
Broadcast television	13%	Broadcast Television	29%
Cable television	42%	Cable Television	31%
Radio	12%	Radio	12%
Hispanic	8%	Hispanic	8%
Digital/Online	25%	Digital/Online	20%

Our use of traditional media will continue to represent the majority of our advertising effort with the majority of that involved with television.



This allocation should deliver the following reach & frequency by measured medium against men 18-34 –

Third Quarter

<u>Medium</u>	<u>% Reach</u>	<u>Average Frequency</u>	<u>Total GRPs</u>
Television	77	6.0	462
Radio	46	11.5	528
Total	87	11.3	990

Reach @ 8+ = 40%

Fourth Quarter

<u>Medium</u>	<u>% Reach</u>	<u>Average Frequency</u>	<u>Total GRPs</u>
Television	70	4.7	328
Radio	44	9.0	396
Total	83	8.7	724

Reach @ 8+ = 31%